

## Swyx launches “Full Service Branch” solutions

**New VoIP solutions for branch office & retail outlets to significantly  
reduce operating costs and increase productivity**

*Reading, UK, 5<sup>th</sup> July 2006* - Swyx, a market-leading vendor of IP telephony solutions, has today announced new additions to its SwyxWare range of pure software-based “business class” IP telephony products for small branch offices and retail outlets with the release of SwyxConnect and SwyxWare Compact, two solutions that extend the benefits of SwyxWare IP telephony to the small business, branch office and retail branch segments.

SwyxConnect offers an innovative and comprehensive “full service” VoIP branch solution that enables SwyxWare to be extended to smaller subsidiary or remote branch offices. This makes it possible for businesses to either replace the current branch telephony infrastructure with a SwyxWare IP PBX solution, or to carry on using an existing PBX telephone system or legacy handsets in conjunction with SwyxWare and gain the benefits of a Swyx IP telephony solution. In addition, SwyxConnect also offers business-class routing, secure VPN, security/firewall/intrusion detection and “lifeline” capabilities to ensure a comprehensive branch communications solution for the small office.

SwyxWare Compact is a fully featured, “all-in-one” pure IP-PBX telephony solution targeted specifically at small businesses or branches with up to 10 employees/users who are keen to take advantage of IP Telephony and is designed to operate on Microsoft® Windows® XP Professional or Microsoft® Windows® Server (including SBS Small Business Server). Like SwyxConnect, it can be used as a standalone branch office solution or as part of a larger branch network of other SwyxWare systems, and offers additional features for smaller businesses such as integrated call recording, advanced call handling and routing and Microsoft® Office® integration.

Senior Vice President of Marketing at Swyx, Dave Smith comments on the new products, “**SwyxConnect** is an innovative and comprehensive branch solution that enables Swyx’s existing telephony installation to be extended to multiple remote locations, whilst offering the branch a full and comprehensive networking solution for their security, routing and IP telephony needs. Organisations will now be able to reduce their telephony operating costs between outlets using their existing IT network infrastructure. With **SwyxWare Compact**, small businesses and branches will be able to experience the additional advantages of the class-leading SwyxWare products at a level that makes it an easy choice for these businesses to invest in the benefits of IP telephony, and is the only pure software IP-PBX product available in the sub-10 user segment of the market.”

The cost reduction benefits to a retail organisation include:

- Reduced call charging between head office and retail outlets using existing Intranet infrastructure
- Reduced maintenance and installation costs as only one service contract is required
- Reduced capital expenditure as new or upgraded outlets will not require an additional cabling system
- Ability to use IP telephony in conjunction with a legacy phone system allowing a progressive migration to new technology.
- Voicemail and conferencing - these are standard features so when head office requires a meeting all the managers can simply participate on a conference call thus saving time and money normally associated with travelling to the head office
- Re-use of existing analogue/ISDN telephone systems and devices at the branch in conjunction with SwyxWare

The productivity benefits to a retail organisation include:

- **Inter-outlet connectivity** - A single inbound number that can be connected to all the other outlets in the chain, this reduces call charges between sites and provides better communication between both staff and customers.
- **Branch connectivity** - Branches can be hosted from a single centralised application, or alternatively linked together with smaller branch systems that can act independently, giving maximum flexibility for local branch customisation or centralised co-ordination
- **Create call centres for specialist departments** - This could include customer services, finance, stock and accounts or even specific brands.
- **Access your suppliers more quickly and effectively** - Optimise your existing infrastructure by integrating all applications (CRM, phone

system, billing, sales support, email, etc) so that you can make calls by simply clicking on your screen have a 'contact window' pop up on your screen when someone calls you so that contact information can be easily viewed and added to if appropriate.

- **A single system for all your communications requirements** - users can manage all voice, fax and email messages via their PC
- **Make moves and changes easy** - Moving staff around different outlets can be easy by giving users their own personal telephone environment wherever they log on - This allows them to be 'available' whatever their location.
- **Add more shops and outlets** - A scalable system that grows with your business. Simply buy new licences to add users without the worry of server based hardware restrictions

Pricing for SwyxConnect starts at €599 (£429) and for SwyxWare Compact at €1649 (£1299) and are available now from your local Swyx reseller.

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### **Editor's notes:**

#### **About Swyx:**

#### ***The last telephone system you'll ever need.***

In the current climate, every business has to scrutinise every investment more carefully than ever to ensure they are getting the very best value. This is true particularly when it comes to telephony systems, where choice is plentiful, and technology moves so quickly that traditional telephony technologies are already becoming obsolete.

Swyx develops software-based telephony systems that work like any other software application, such as email, instant messaging and CRM, through your existing data network and server application. So you can take full advantage of all the benefits of business-class VoIP - without having to invest in expensive new telephony hardware.

In addition, the Swyx system has the potential to build into a powerful business tool. Because a Swyx system is Microsoft Windows based, it integrates seamlessly with your existing IT infrastructure, including all your individual business applications such as security systems, Office applications, Finance and CRM systems and customer support infrastructure, giving you one seamless communication system that will move and grow with your business no matter how many people, sites or locations you expand into.

Swyx is constantly developing its solutions to meet the changing needs of your business. So whatever your business, and whatever your stage of development, choosing an IP telephony solution from Swyx will give your business more possibilities, more agility, more choice and more communication, making it the last telephone system you'll ever need.

Swyx was established in 1999 and now has offices across Europe, with headquarters in Dortmund, Germany. Today the company is recognised as a market leader for IP telephony in major European countries and has enabled in excess of 4500 businesses across the continent to take advantage of the business benefits of IP telephony and associated applications. Swyx is renowned for its product innovation and superior business understanding, and its achievements have been recognised many times through technical and business awards, journalist and analyst comments and reviews, product tests and customer testimonials.

Swyx's management team and supervisory board are recognised industry leaders who have all held senior positions within the telecommunications industry. Everyone at Swyx is dedicated to providing world class IP telephony solutions and applications that continually push the boundaries of what is believed possible, while continually delighting its customers and business partners by providing the best possible products and services to make them more competitive in their markets.

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